

### **Listing of Claims**

1. (original) A computer-implemented product design method comprising  
providing one or more product design software tools, the tools being adapted to  
(a) allow a user to create an electronic product design and (b) incorporate into the  
design an advertisement not provided by the user, and  
offering the user the option of removing the advertisement.
2. (original) The method of claim 1 wherein the tools are further adapted to provide  
a product template to the user and allow the user to incorporate user content into the  
template to create the electronic product design and wherein the advertisement is  
incorporated into the template.
3. (currently amended) The method of claim 1 wherein the ~~customer~~ user must  
pay a fee to have the advertisement removed.
4. (currently amended) The method of claim 1 wherein the tools are provided by  
a business to the user at no charge and wherein the advertisement is a promotional  
message for the business providing the tools.
5. (original) The method of claim 1 wherein the electronic product design is the  
design of a product that the user desires to be produced in physical form and wherein  
the method further comprises  
offering to produce the physical product for the user at a first price if the  
advertisement appears on the produced product, and  
offering to produce the physical product for the user at a second price if the  
advertisement does not appear on the produced product, the second price being greater  
than the first price.

6. (original) The method of claim 5 wherein the first price is free.

7. (original) The method of claim 5 wherein the electronic product design is the design of a product intended to be printed and the physical product is a quantity of printed copies of the printed product.

8. (original) A computer-implemented method for offering to produce products in physical form from an electronic product design prepared by a user, the method comprising

offering to produce the physical product at a first price if advertising not provided by the user is incorporated in the electronic product design such that the advertising will appear on the product when the product is produced, and

offering to produce the physical product at a second price if advertising not provided by the user is not included in the electronic product design, the first price being lower than the second price.